



TITLE OF INVENTION

PORTABLE TRAFFIC LIGHT

A standard traffic control light which can be removed and placed at areas of need when traffic related problems exist: power outages, accidents and weather related conditions.

Inventor: Milton Johnson, 2288 Wallingford Drive,
Decatur, Ga. 30032

Application No: 10/730.833

Filed: 04/27/2004

BACKGROUND OF INVENTION

The present invention relates to a traffic control device with the sole purpose of eliminating traffic related problems due to outages that interrupt traffic flow.

References Cited

U.S. PATENT DOCUMENTS

2,718,635	9/1955	Sabiers
3,401,234	9/1968	Heald
3,930,226	12/1975	Plumberg
4,009,535	3/1977	Stock
4,017,825	4/1977	Pickey
4,857,921	8/1989	McBride
4,777,751	10/1988	Pasquate

Description of prior art.

This light does not detract from our present control devices, which will be readily recognized when an area is affected by outages. This will most certainly cause less or very little interruption in traffic flow, thus practically eliminating most accidents due to outages.

Various devices exist in prior art. Example US Patent 6,107,941, issued to James, relates to a traffic control system having a center light housing and a pair of outer light housings on opposite sides.

U.S. Patent No. USD-438,810S, issued to Chun Hue Liao relates to an ornament design for a warning lantern for carriageway.

U.S. Patent No. 6,118,388 issued to Morrison relates to a portable traffic light with a rectangular base with wheels to roll the device from place to place. The light may be operated with a remote control device.

U.S. Patent No. 6,150,957 issued to Henz, relates to a traffic control device used to warn approaching motorists to areas of road construction or repair.

Summary of Invention.

The present invention relates to a traffic control device that virtually eliminate traffic related problems due to accidents, power outages, construction at intersections, and any weather related problems. The light is equipped with the standard red, yellow and green signal devices that allow amper time for traffic movement in either direction.

Description of Drawings.

Fig. 1 is a view of the battery power cell that supplies the power to operate the signal unit. The cell can be recharged and used as a substitute power supplier when conditions require.

Fig. 2 is the unit with computer components that are programmed to regulate the operations of the device. The unit is equipped with LED(light emission diodes), with timed elements to regulate the signal changes. The portability allows the unit to be used in immediate affected areas.

Detailed Description of the Invention.

Referring to Fig 1, the battery pack or power pack is a rechargeable unit with reserve power to provide extended use of the unit. Many outages take days to repair thus the power unit allows a virtual non-interruption in an affected area thereby reducing possible accidents and outages, consequently reducing insurance costs and claims.

The unit (Fig 2) controls the signal changes the same as standard light signal controls. Once the unit is programmed, there is an immediate solution to traffic interruptions. Intersections are cleared up; police presence is not required; no confusion as to the right of way. And an overall reduction in traffic related accidents. While the unit will have to be retrieved by police, fire or traffic control engineers, it will certainly cut down on the down time of repairing an affected area.



In 1997, the value of U.S. exported goods totaled \$689.18 billion, of which \$592.5 billion, or 86 percent, was manufactured goods. Canada is by far America's highest volume trading partner, accounting for \$151.77 billion of U.S. exports. Mexico imported \$71.39 billion in U.S. goods; Japan, \$65.55 billion; the United Kingdom, \$36.43 billion; South Korea, \$25.05 billion; and Germany, \$24.46 billion. Nine additional countries imported more than \$10 billion in American goods: Taiwan, Netherlands, Singapore, France, Hong Kong, Belgium, China, Brazil, Australia, and Malaysia. The value of exports to these nations totaled \$140.59 billion.

Distribution Channels:

Once the potential market targets for a new product have been identified, consideration should be given to identifying the types of outlets where the product could potentially be distributed to those market targets. In obtaining the number of outlets for a particular distribution channel, we utilize information provided in the Census of Retail Trade, the Census of Wholesale Trade, and the Census of Service Industries.



The following channels represent potential outlets where “Portable Traffic Light”

could be distributed:

Wholesale of Safety Products and Supplies:	2,132
Wholesale Distributors of Contractors’ Equipment and Supplies (inc. manufacturers):	11,111
Merchant Wholesalers of Miscellaneous Commercial Equipment	4,360
Agents, Brokers, and Commission Merchants of Miscellaneous Commercial Equipment :	488

Distribution to the international market would involve selected exporters as

Indicated below:

Wholesale Merchant Exporters of Miscellaneous Commercial Equipment	56
Wholesale Merchant Exporters of Transportation Equipment and Supplies:	414



Direct Marketing to Business:

In addition to mainstream wholesale outlets, "Portable Traffic Light" could also be distributed by mail order catalog, Internet commerce, and/or other direct marketing initiatives to business.

Direct marketing to business resulted in an estimated \$612.2 billion in sales in 1998, and represented 45 percent of total sales generated by direct marketing initiatives that year.

The Direct Marketing Association (DMA) reports that U.S. business spent \$82.6 billion marketing directly to other businesses in 1998, resulting in \$174.7 billion in sales from direct orders, \$393.1 billion in sales from generated leads, and \$44.4 billion sales from generated in-store traffic. American firms spent the most for telephone marketing in their business-to-business direct market expenditures, which accounted for \$39.2 billion, or 47 percent, of total spending. Direct mail accounted for \$15.0 billion, or 18 percent, of direct marketing expenditures in 1998.



The DMA projects that total expenditures for business-to-business direct marketing initiatives will grow an average of 7.4 percent annually during the next few years, reaching \$118.3 billion in 2003. Spending for business-to-business Internet marketing is projected to reach \$4.86 billion. The DMA expects sales resulting from these two direct marketing segments to reach \$31.17 billion and \$47.13 billion, respectively, as total sales from business-to-business initiatives reach \$974.9 billion in 2003.